



#COLOMBIAGIVESBACK

SERVICE PROPOSAL

PREPARED BY
G2C TEAM

2022



Service Proposal

Give to Colombia (G2C) is a tax-exempt non-profit organization that facilitates the channeling of resources towards high-impact social projects in Colombia and Latin America. We mobilize resources, talents, and technologies to benefit the most vulnerable communities, which include disabled, displaced, and demobilized populations. We also act as an umbrella organization that promotes and articulates partnerships between the private, social, and public sectors, maximizing the social impact from international donors. Our main pillars of work are Education, Health & Nutrition, Economic Development, Environment, Water & Sanitation, and Humanitarian Aid.

Since 2004, G2C has been providing its donors with relevant and up-to-date information on the best social initiatives in Colombia. To date, the organization has raised nearly \$25 million in donations, supported over 400 projects, and benefited approximately 3,000,000 Colombians.

We have been rated by independent entities, such as Charity Navigator, highlighting the ethical, consistent, and responsible work that distinguishes us from our peers and demonstrating to the public that we are worthy of their trust. Likewise, our meticulous distribution of resources ensures that the vast majority of our budget (between 90 and 93%) goes directly to supporting the social initiatives in Colombia.

For all of these reasons, our model has been supported by well-known entities, such as the Inter-American Development Bank, Levi Strauss & Co., Morgan Stanley, Microsoft, J.P. Morgan, Citi Foundation, Bank of America, Cisco Systems, Intel, Dell, Motorola Solutions, and General Electric, among others, as well as by thousands of people in the United States and around the world.

Objective

In the current context, international donors are looking for projects that are increasingly sophisticated and can meet with international standards of reporting, transparency, and accountability. G2C hopes to use its extensive experience in securing and managing international resources, to channel the philanthropic efforts that exist in the United States towards opportunities and projects in Colombia. Our goal is to provide a transparent and efficient solution for organizations based in Colombia seeking international resources.

This can be achieved by becoming a Give To Colombia partner so as to receive all the benefits of a U.S. established non-profit, without incurring the administrative, legal, and financial expenses required for organizations with 501(c)3 status.



Services

1. Consulting/ Strategic Design

G2C provides consulting services to individuals, private foundations, multilateral entities, corporate foundations, and companies by either strategically designing projects and philanthropic initiatives that maximize the use of resources and their impact or by conducting a due diligence process in which the legality, governance, and impact of the organization chosen by the donor are identified to see if it can become a G2C partner.

In the first instance where the donor has a considerable number of financial resources available (USD \$500,000 – USD \$1,000,000), but is not clear about their distribution, G2C offers its services to prepare a strategy that can define the following guidelines:

- Geographic area where the donor seeks to implement the project.
- Target population.
- Timeline, impact, and goals of project to be implement.

2. Fiscal Sponsorship

G2C also provides a fiscal sponsorship platform through which donors can easily channel funds to the desired organization, once it has gone through our due diligence process. The steps for this service are detailed below.

1. Initial point of contact is established between G2C and the donor or the foundation.
2. G2C conducts the due diligence required.
3. Fiscal sponsorship agreement is signed.
4. International resources are sent to G2C.
5. Tax deduction certificates granted to U.S. taxpayers.
6. G2C conducts follow-up to address the need of donors to control and monitor the proper use of resources.

3. Social Events & Campaigns

We offer organizations based in Colombia the service of using our digital platforms, website, and experience in social events to obtain U.S. resources from events or campaigns. The organizations will receive administrative and commercial support from G2C, along with potential benefit of significant reductions in regards to sales tax exemptions, in-kind donations, and event production costs. Our transaction mechanism allows us to provide a transparent and easy way to receive financial resources, via digital means (through PayPal or Stripe on our website), wire transfer or check.



4. Occasional or contingency events

Given the contingencies of recent times and natural disasters that require humanitarian aid, G2C has proposed vital campaigns where we work to achieve a greater level of outreach through strategic participation from partners who provide a greater scale for each initiative. This is part of the new pillar defined by G2C called "Humanitarian Aid".

One initiative born from this service was the 2020 #UnLlamadoALaEmpatía campaign with Grupo Argos Foundation where we sought to provide food for families located in certain areas of Colombia harshly affected by COVID-19. We are currently part of the "Stand Up, Providencia Renace" alliance in which we work together to reconstruct Providencia after Hurricane Iota, which left about 95% of the island in deplorable infrastructure conditions, and aggravated the social, economic, and cultural issues of the island.

Expected results

Although, G2C does not commit to achieve specific outcomes in terms of fundraising, we expect that the proposed services will enable the organization to achieve the following results:

- Increase project fundraising.
- Reduce administrative, legal, and logistical costs.
- Possible tax benefits for donors located in the U.S.
- Simplification in the management of donations.
- Increased visibility on the network, benefiting from Give to Colombia's experience and recognition in the social sphere in both the United States and Colombia.

Expenses

The graphic below shows the associated costs for the services listed in the proposal.

Service	Cost
Consulting/Strategic Design	Starts at 7%, depending on G2C's involvement.**
Fiscal Sponsorship	Depends on the origin of the donation: <ul style="list-style-type: none"> • Originating from G2C: 10% • Originating from the organization in Colombia: 7%
Social Events & Campaigns	10% from the total amount.
Occasional or Contingency events	To be determined depending on the circumstances of the situation.

**May involve, but is not limited to: Conducting open calls for foundations, structuring projects, coordinating allies, creating additional programmatic and/or financial reports, and carrying out on-site monitoring, among others.



THANK YOU



FOR ANY INQUIRIES CONTACT
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